

### Social Media for The Generations



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### What is Social Media? Why Use It?

#### Social Media



- Talking, participating, sharing, networking
- YouTube, Flickr, Twitter, LinkedIn, Facebook
- Easy to share, create a dialogue with others
- Viral way to get your message out there

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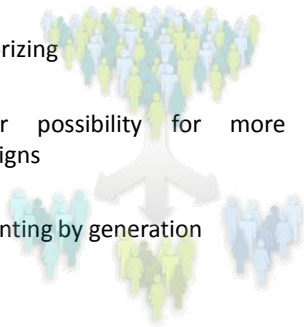
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### Segmenting Your Audience

- Categorizing
- Greater possibility for more targeted campaigns
- Segmenting by generation



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What to Know When Targeting Women

- Don't think of women as a "niche" market
- Women think differently than men
- Don't simply use "feminized marketing"
- Women are majority of Web users, manage majority of household purchases



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What is a Generation?

A generation is a group of people who travel through life together, and experience similar events at a similar age. That is, they share a common social, political, historical and economic environment.



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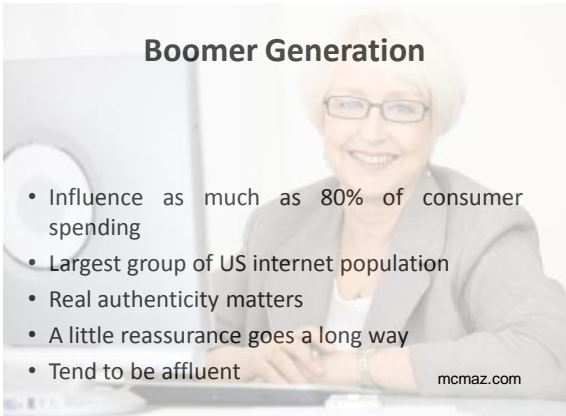
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Boomer Generation

- Influence as much as 80% of consumer spending
- Largest group of US internet population
- Real authenticity matters
- A little reassurance goes a long way
- Tend to be affluent



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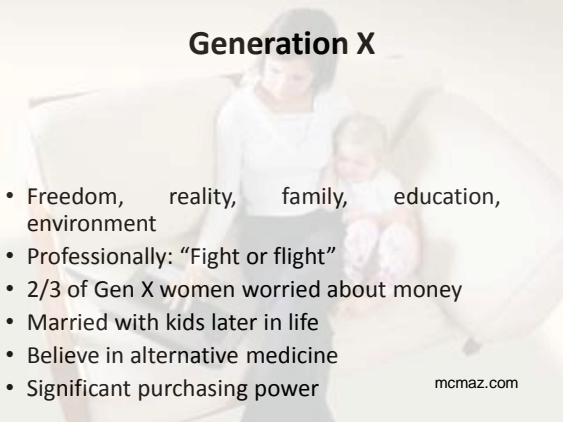
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### Generation X



- Freedom, reality, family, education, environment
- Professionally: “Fight or flight”
- 2/3 of Gen X women worried about money
- Married with kids later in life
- Believe in alternative medicine
- Significant purchasing power

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### Generation Y



- “The Millennials”
- Major force in determining cultural trends, setting the pace for style
- Individuals
- Skeptical of marketing messages
- Inundated by media and advertising
- Crucial to created trusted relationship and dialogue
- Media savvy

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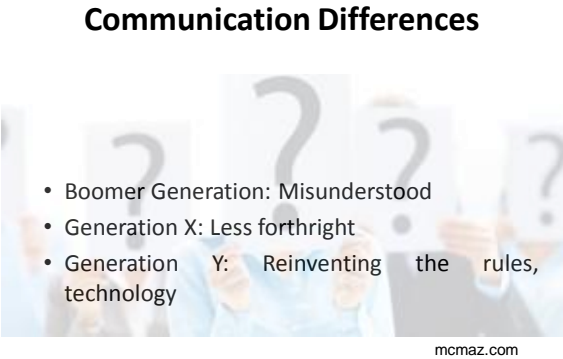
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### Communication Differences



- Boomer Generation: Misunderstood
- Generation X: Less forthright
- Generation Y: Reinventing the rules, technology

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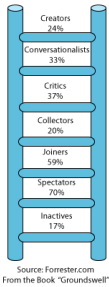
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Groundswell and Social Media Technographics



From Forrester  
<http://bit.ly/bR9e9A>

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Marketing Channels

- *Boomers:* Magazine ads, blogs, TV spots, Facebook
- *Generation X:* Email marketing and social media (Facebook, blogs)
- *Generation Y:* Social media, blogs and mobile marketing (texting)



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Thank You

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